

Rep Order# 8879721 Ver# 1 Status New  
EC'd Yes

Traffic Order#

27573

Printed: 10/11/2012 9:59 AM  
Last Received: 10/10/2012 12:35 PM

1 of 5

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product ISSUE  
Estimate# 1119  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/1119  
Flight Dates 10/13/2012 - 10/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR CROSSROADS GPS. PLEASE CONFIRM.  
THANKS  
STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	1135P-1205A	GAME TIME WITH UNLV	:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
	2	SU	500P-530P	8 NEWS NOW AT 5PM-SUN	:30	\$300.00	10/14-10/14	1	1	1	\$300.00	
	3	SA	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,500.00	10/13-10/13	1	1	1	\$1,500.00	
	4	SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	
	5	SA	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,500.00	10/20-10/20	1	1	1	\$1,500.00	
	6	SU	530P-600P	INSIDE EDITION	:30	\$900.00	10/14-10/14	1	1	1	\$900.00	
	7	M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/15-10/15	1	1	1	\$1,700.00	
	8	W	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/17-10/17	1	1	1	\$1,700.00	
	9	F	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/19-10/19	1	1	1	\$1,700.00	

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Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

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	10	SU	800A-830A	8 NEWS NOW SUNDAY MORNING- #2	:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	
	11	TU	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$1,200.00	10/16-10/16	1	1	1	\$1,200.00	
	12	W	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$1,200.00	10/17-10/17	1	1	1	\$1,200.00	
	13	F	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$1,200.00	10/19-10/19	1	1	1	\$1,200.00	
	14	TU	400P-50CP	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/16-10/16	1	1	1	\$1,600.00	
	15	W	400P-50CP	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/17-10/17	1	1	1	\$1,600.00	
	16	F	400P-50CP	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/19-10/19	1	1	1	\$1,600.00	
	17	M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00	
	18	TU	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/16-10/16	1	1	1	\$1,200.00	
	19	F	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/19-10/19	1	1	1	\$1,200.00	
	20	M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,300.00	10/15-10/15	1	1	1	\$1,300.00	
	21	W	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,300.00	10/17-10/17	1	1	1	\$1,300.00	
	22	M	600A-70CA	MORNING NEWS ROTATOR	:30	\$1,400.00	10/15-10/15	1	1	1	\$1,400.00	
	23	TU	600A-70CA	MORNING NEWS ROTATOR	:30	\$1,400.00	10/16-10/16	1	1	1	\$1,400.00	

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	24	F	600A-700A	MORNING NEWS ROTATOR	:30	\$1,400.00	10/19-10/19	1	1	1	\$1,400.00	
	25	M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/15-10/15	1	1	1	\$2,700.00	
	26	TU	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/16-10/16	1	1	1	\$2,700.00	
	27	W	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/17-10/17	1	1	1	\$2,700.00	
	28	TH	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/18-10/18	1	1	1	\$2,700.00	
	29	F	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/19-10/19	1	1	1	\$2,700.00	
	30	M	700A-90CA	CBS THIS MORNING	:30	\$1,400.00	10/15-10/15	1	1	1	\$1,400.00	
	31	TH	700A-90CA	CBS THIS MORNING	:30	\$1,400.00	10/18-10/18	1	1	1	\$1,400.00	
	32	F	700A-90CA	CBS THIS MORNING	:30	\$1,400.00	10/19-10/19	1	1	1	\$1,400.00	
	33	M	300P-40CP	ELLEN	:30	\$1,600.00	10/15-10/15	1	1	1	\$1,600.00	
	34	TH	300P-40CP	ELLEN	:30	\$1,600.00	10/18-10/18	1	1	1	\$1,600.00	
	35	F	300P-40CP	ELLEN	:30	\$1,600.00	10/19-10/19	1	1	1	\$1,600.00	
	36	M	500A-60CA	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00	
	37	TH	500A-60CA	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/18-10/18	1	1	1	\$1,200.00	
	38	F	500A-60CA	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/19-10/19	1	1	1	\$1,200.00	

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	39	SA	630P-700P	8 NEWS NOW AT 630PM-SAT	:30	\$2,500.00	10/13-10/13	1	1	1	\$2,500.00	
	40	TU	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	10/16-10/16	1	1	1	\$1,700.00	
	41	W	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	10/17-10/17	1	1	1	\$1,700.00	
	42	F	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	10/19-10/19	1	1	1	\$1,700.00	
	43	M	100P-20CP	LET'S MAKE A DEAL	:30	\$1,700.00	10/15-10/15	1	1	1	\$1,700.00	
	44	W	100P-20CP	LET'S MAKE A DEAL	:30	\$1,700.00	10/17-10/17	1	1	1	\$1,700.00	
	45	F	100P-20CP	LET'S MAKE A DEAL	:30	\$1,700.00	10/19-10/19	1	1	1	\$1,700.00	
	46	M	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/15-10/15	1	1	1	\$3,500.00	
	47	W	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/17-10/17	1	1	1	\$3,500.00	
	48	M	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	10/15-10/15	1	1	1	\$5,000.00	
	49	TH	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	10/18-10/18	1	1	1	\$5,000.00	
	50	F	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	10/19-10/19	1	1	1	\$5,000.00	
	51	TU	800P-900P	NCIS	:30	\$30,000.00	10/16-10/16	1	1	1	\$30,000.00	
	52	SU	630P-700P	8 NEWS NOW AT 630PM-SUN	:30	\$3,000.00	10/14-10/14	1	1	1	\$3,000.00	

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—REPORT TOTALS—

Report Totals: 52 / \$125,250.00

—SALES MONTHLY TOTALS—

Oct 12: 52 / \$125,250.00  
Sales Totals: 52 / \$125,250.00  
Station Totals: 52 / \$125,250.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$417,500	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+